

FROM

CINERAMA RELEASING CORP.




CHANGE OF MIND

PUBLICITY

CAST

David Rowe.....	Raymond St. Jacques
Margaret Rowe.....	Susan Oliver
Elizabeth Dickson....	Janet MacLachlan
Sheriff Webb.....	Leslie Nielsen
Roger Morrow.....	Donnelly Rhodes
Tommy Benson.....	David Bailey
Scupper.....	Andre Womble
Rose Landis.....	Clarisse Taylor
Bill Chambers.....	Jack Creley
Angela Rowe.....	Cosette Lee

Judge Forrest.....	Larry Reynolds
Nancy.....	Hope Clarke
Howard Culver.....	Rudy Challenger
Chief Enfield.....	Henry Ramer
Mayor Farrell.....	Franz Russell
Governor LaTourette.....	Joseph Shaw
Attorney Nash.....	Sydney Brown
Dr. Bornear.....	Tony Kamreither
Dr. Kelman.....	Ron Hartmann
Judge Stanton.....	Murray Westgate

PRODUCTION STAFF

Directed by.....Robert Stevens
Produced by.....Seeleg Lester
 and Richard Wesson
Executive Producer.....Henry S. White
Screenplay by.....Seeleg Lester
 and Richard Wesson
Music by.....Duke Ellington
Director of Photography.....
 Arthur Ornitz, A. S. C.
Wardrobe Designer.....Gail Ansell
Editor.....Donald Ginsberg
Technical Advisor.....Norrie Swanson

Assistant Director.....Kris Paterson
Hairdresser.....James Keeler
Art Director.....Harold Maxfield
Casting.....Frances Egan
Makeup.....Ken Brooke
Sound Mixer.....Joe Grimaldi
Production Controller.....Roy Krost
Production Manager.....Clark Paylow
Processing and Sound Services.....
.....Pathe Humphries of Canada LTD.
Titles.....Wally Gentleman

SYNOPSIS

David Rowe (RAYMOND ST. JACQUES), a white liberal, recovers from a brain transplant operation with no serious complications, except the massively difficult readjustment period in his career and in his life. His wife Margaret (SUSAN OLIVER), though sympathetic to his recovery, finds herself unable to fully accept him as her husband. He has a black body. The operation is over and reporters are huddled in the hospital waiting-room for news of whether it is a success. They want to know what he is now; a white man in a black body...or a black man with a white brain. The doctor answers, "David Rowe is what he always was--a human being." Once Rowe is recovering at home, a medical report states: "...since the brain of David Rowe survives--the brain which reasons, has compassion, personality, loyalties and love, which has memory, instinct and sentience--then David Rowe, district attorney of Dorene County, survives--medically and legally." Rowe's mother, Angela Rowe (COSETTE LEE), has trouble accepting the change in her son. Near the end of his recovery, Rowe's assistant, Roger Morrow (DONNELLY RHODES), brings him his first case. The town's bigoted sheriff (LESLIE NIELSEN) has been charged with savagely murdering a young Negro girl. Rowe immediately returns to work despite pleas by his party's political boss Bill Chambers (JACK CRELEY) to leave well enough alone. Rowe also refuses an order by the State Governor (JOSEPH SHAW) to drop the case. Frustrated by the political pressure being exerted upon him, and because his wife cannot accept him fully as her husband, Rowe seeks out Elizabeth Dickson (JANET MacLACHLAN), wife of the man whose body he has received. Although he has visited her before and tried to offer help, this visit is different. He finds her singing in a nightclub and becomes embroiled in a fight with her boss, then takes her home. She is attracted to him and he, frustrated by his own wife's rejection, begins to make love to her, but she cannot accept him. Chambers still insists Rowe's name will not be placed on the party roll for the coming election because of his color. Rowe lashes into his case against Sheriff Webb. He produces some extraordinary evidence and the result is suspenseful and climactic. How he proceeds with the case and the surprises he uncovers affects not only the life of the man on trial, but David's own life, his marriage and his entire political and personal future.

AD SUPPLEMENT

**PLEASE USE THESE ADS IN LIEU OF ALL
PRESSBOOK ADS WHEREVER AND WHENEVER POSSIBLE.**

**HE WAS A WHITE MAN—
THEY TRANSPLANTED
HIS BRAIN
INTO A BLACK BODY—
THEN HE WENT HOME
TO THE WOMAN
HE LOVED...**



CHANGE OF MIND

**The world's first
brain transplant!**


**A change of living.
A change of loving...**

CINERAMA RELEASING CORPORATION presents
A SAGITTARIUS Film


RAYMOND ST. JACQUES
in "CHANGE OF MIND"

Also Starring
SUSAN OLIVER JANET MACLACHLAN
DONNELLY RHODES LESLIE NIELSEN
as Sheriff Gene Webb


Music by **DUKE ELLINGTON** in COLOR

Directed by
ROBERT STEVENS
FROM  CINERAMA RELEASING CORPORATION

Co-Produced and Written by
SEELEG LESTER and DICK WESSON

 **RESTRICTED**—Persons under 16 not admitted
UNLESS ACCOMPANIED BY PARENT OR ADULT GUARDIAN

T H E A T R E



**Black body—
white brain.**

CHANGE OF MIND

**A change of living.
A change of loving...**

FROM CINERAMA RELEASING CORPORATION in COLOR


R RESTRICTED—Persons under 16 not admitted
UNLESS ACCOMPANIED BY PARENT OR ADULT GUARDIAN

2 col x 49 = 98 lines

mat 205

**A change of living.
A change of loving...**

CHANGE OF MIND



R in COLOR FROM CINERAMA RELEASING CORPORATION

2 col x 28 = 56 lines

mat 206



CHANGE OF MIND

R in COLOR FROM CINERAMA RELEASING CORPORATION

2 col x 14 = 28 lines

mat 207

**Black body—
white brain.**



**A change of living.
A change of loving...**


CHANGE OF MIND

CINERAMA RELEASING CORPORATION
presents
A SAGITTARIUS Film in COLOR **R**

FROM CINERAMA RELEASING CORPORATION

1 x 99 = 99 lines
mat 105

**Black body—
white brain.**



CHANGE OF MIND

**A change of living.
A change of loving...**

FROM CINERAMA RELEASING CORPORATION in COLOR

R RESTRICTED—Persons under 16 not admitted
UNLESS ACCOMPANIED BY PARENT OR ADULT GUARDIAN

2 col x 49 = 98 lines

mat 208

**A change of living.
A change of loving...**

CHANGE OF MIND

R in COLOR

1 x 14 = 14 lines
mat 108

CHANGE OF MIND


**A change of living.
A change of loving...**

R in COLOR FROM CINERAMA RELEASING CORPORATION

1 x 28 = 28 lines
mat 107

**A change of living.
A change of loving...**

CHANGE OF MIND



R in COLOR FROM CINERAMA RELEASING CORPORATION

2 col x 28 = 56 lines

mat 209



CHANGE OF MIND

R in COLOR FROM CINERAMA RELEASING CORPORATION

2 col x 14 = 28 lines

mat 210



CHANGE OF MIND

R FROM CINERAMA RELEASING CORPORATION in COLOR

1 x 50 = 50 lines
mat 106

SPECIAL AD MAT NO. 2—Order from NSS



This advertising material has been approved under the MPAA Advertising Code, a self-regulatory procedure of the Motion Picture Association of America

**HE WAS A WHITE MAN—
THEY TRANSPLANTED
HIS BRAIN
INTO A BLACK BODY—
THEN HE WENT HOME
TO THE WOMAN
HE LOVED...**



**"An Absorbing Drama!
A lot of Suspense!"**
—Herridge, N. Y. Post

CHANGE OF MIND

**"Raymond St. Jacques' Accomplishment
is a Rare and Beautiful One!"**
—Judith Crist, New York Magazine



CINERAMA RELEASING CORPORATION presents

A SAGITTARIUS Film

RAYMOND ST. JACQUES
in "CHANGE OF MIND"

Also Starring SUSAN OLIVER
JANET MACLACHLAN
DONNELLY RHODES
LESLIE NIELSEN
as Sheriff Gene Webb

Directed by ROBERT STEVENS Co Produced and Written by SEELEG LESTER and DICK WESSON

Music by DUKE ELLINGTON in COLOR

FROM CINERAMA RELEASING CORPORATION

R RESTRICTED—Persons under 16 not admitted
UNLESS ACCOMPANIED BY PARENT OR ADULT GUARDIAN

T H E A T R E

HE WAS A WHITE MAN—
THEY TRANSPLANTED
HIS BRAIN
INTO A BLACK BODY—
THEN HE WENT HOME
TO THE WOMAN
HE LOVED...



CHANGE OF MIND

"An Absorbing Drama!
A lot of Suspense!"
—Herridge, N. Y. Post

"Raymond St. Jacques' Accomplishment
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CINERAMA RELEASING CORPORATION presents
A SAGITTARIUS Film
RAYMOND ST. JACQUES
in "CHANGE OF MIND"
Also Starring SUSAN OLIVER
JANET MacLACHLAN
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LESUE NIELSEN
as Sheriff Gene Webb

Directed by ROBERT STEVENS Co-Produced and Written by SEELEG LESTER and DICK WESSON Music by DUKE ELLINGTON in COLOR

FROM CINERAMA RELEASING CORPORATION

RESTRICTED—Persons under 16 not admitted
unless accompanied by parent or adult guardian

T H E A T R E

Mat # 211 2 col. x 100 = 200 lines

HE WAS A WHITE MAN—
THEY TRANSPLANTED
HIS BRAIN
INTO A BLACK BODY—
THEN HE WENT HOME
TO THE WOMAN
HE LOVED...



CHANGE OF MIND

The world's first
brain transplant!

A change of living.
A change of loving...

CINERAMA RELEASING CORPORATION presents
A SAGITTARIUS Film
RAYMOND ST. JACQUES
in "CHANGE OF MIND"
Also Starring SUSAN OLIVER JANET MacLACHLAN
DONNELLY RHODES LESUE NIELSEN
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Directed by ROBERT STEVENS Co-Produced and Written by SEELEG LESTER and DICK WESSON Music by DUKE ELLINGTON in COLOR

FROM CINERAMA RELEASING CORPORATION

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T H E A T R E

Mat # 312 3 col. x 100 = 300 lines

ANNOUNCEMENT STORY

"Change of Mind" is the story of the world's first brain transplant.

A transplant from the brain of a white man into a black man's body. It is a film as timely as today's headlines and dares to answer difficult questions after the transplant. Who is he? Is he black or white? What happens to his family, his friends, his career and future?

The Sagittarius Production from Cinerama Releasing Corporation which opens.....at the.....theater, stars Raymond St. Jacques, Leslie Nielsen, Susan Oliver and Janet MacLachlan, with Donnelly Rhodes in a featured role. It was directed by Emmy Award winner Robert Stevens and co-produced and co-authored by Seeleg Lester and Richard Wesson. Duke Ellington has written an exciting original score for the film.

Raymond St. Jacques, who has quickly established himself as one of the leading black actors of today in such films as, "The Comedians" with Taylor and Burton, "The Pawnbroker," "If He Hollers, Let Him Go," and "Up Tight," plays the most challenging role of his career. He is David Rowe, brilliant district attorney who, as a result of a brain transplant operation to save his life, must begin a new life with the body of a black man.

Susan Oliver portrays St. Jacques' wife in the film. She has appeared in such films as, "Your Cheating Heart," "Butterfield 8," "The Disorderly Orderly," and on practically every leading TV series, including her appearance as a regular on the long-running "Peyton Place."

Leslie Nielsen who plays a bigoted sheriff on trial for his life, has been appearing in films and on TV for 22 years. This particular role is a favorite of his, as he prefers to play character parts such as "the heavies."

Janet MacLachlan, a rising new star, is featured as St. Jacques' first wife; the wife who was married to him before the brain transplant.

Director Robert Stevens won an Emmy for his Alfred Hitchcock Presents drama, "The Glass Eye." He has previously directed such films as, "The Big Caper," "Never Love a Stranger," and "In the Cool of the Day."

Seeleg Lester and Richard Wesson make their debuts as producers and film collaborators with "Change of Mind." Both have written extensively for radio and television.

Henry S. White, president of Sagittarius Productions, took on the extra role of executive producer because he felt "Change of Mind" was the most important and timely script he had read in years.

"Change of Mind" offers us the possibilities of tomorrow. It is the film for today.

Once upon a time Buck Rogers took "fictionalized" trips to the moon and science fiction stories dealt with interplanetary voyages. There were stories and films of mad scientists and doctors who transplanted parts of bodies from one human to another. Fiction to us then; reality today.

Who foresaw, until recently, that man would finally take that first step on the moon and orbit around that strange, once fictional land of "Outer space"? We've seen the reality of transplants with the many heart and multiple organ transplants over the past few years.

"Change of Mind", the Sagittarius Production from Cinerama Releasing Corporation, is the first film to deal with a subject as timely as today-- the possibility and reality of the world's first brain transplant.

Ten years ago, a brain transplant would have been thought of as science fiction, but it is now, according to many doctors and scientists, a definite possibility. Dr. Christian Barnard, leading heart transplant pioneer, forecasts that he expects to perform a brain transplant operation. Such statements are not unusual. A leading British magazine, Nova, has reported that at a conference held last year in England, a bio-chemical engineer stated that he foresaw the replacement of every part of the body as a possibility within 20 to 30 years!

There are still many problems of brain surgery--the danger of brain damage because of loss of blood. (It has been reported that doctors feel this can be allayed by reducing the temperature of the body.) There is the problem of linking the many brain cells to the spinal cord and, of course, the brain must be of the correct tissue type.

As the reality comes nearer, studies and reports continue. This year it was reported by an American researcher that brain tissue can regenerate itself.

Each new discovery uncovers new questions. Does the transplanted brain tissue carry over characteristics of the original donor? After the transplant, is the person as he was before or does he inherit the thoughts, dreams and wishes of the donor?

One researcher has stated: "There is absolutely no reason why transplantation of brain tissue should not result in a transfer of behavioral characteristics."

Truth or fiction? In the accelerated Jet Age in which we live, we've learned there's more truth than fiction.

"Change of Mind" tells the story of that first brain transplant and gives some of the answers being asked today. It stars Raymond St. Jacques, Susan Oliver, Leslie Nielsen, Janet MacLachlan, and features Donnelly Rhodes. Directed by Robert Stevens, and co-produced and co-authored by Seeleg Lester and Richard Wesson, with Henry S. White, executive producer, "Change of Mind" has an original musical score by Duke Ellington.

To Remove - Tear Along Perforation

FILLER MATERIAL

ONCE IN A LIFETIME

The excitement felt on the set of "Change of Mind" when Raymond St. Jacques appeared before the cameras was unusual because the film's theme gave the starring actor a "once in a lifetime" role. As David Rowe, young District Attorney who has undergone a brain transplant which places his brain into the body of a black man, St. Jacques is the first black star ever called upon to play a white man -- or is the man a "white man?" That is part of the challenge that made it a role that St. Jacques could not turn down. "Change of Mind" which opens.....at the.....theater, also stars Leslie Nielsen, Susan Oliver and Janet MacLachlan and is directed by Robert Stevens. The Sagittarius Production from Cinerama Releasing Corporation was co-produced and co-authored by Seeleg Lester and Richard Wesson, with Henry S. White, executive producer.

#

DR. BARNARD PREDICTS

After completing what they thought was an "original" film script for "Change of Mind" co-producers Seeleg Lester and Richard Wesson were surprised to find out from no less an authority than Dr. Christian Barnard, famed pioneer of transplant surgery, that they had been "scooped!" The film, which tells the story of the world's first brain transplant, had been their brain child for months and they frankly wondered if the premise of the story was closer to fact than fiction. Shortly after completing the script, Dr. Barnard stated in an interview that he thought a brain transplant was possible, and that he expected to perform such an operation himself. In fact, he was seconded by many medical experts who found that Lester and Wesson had come up with a medically possible theme. "Change of Mind," a Sagittarius Production from Cinerama Releasing Corporation stars Raymond St. Jacques, Susan Oliver, Leslie Nielsen and Janet MacLachlan, and was directed by Robert Stevens. It opensat the.....theater and was co-produced and co-authored by Seeleg Lester and Richard Wesson. Duke Ellington has written and performed the original musical score.

#

ADVERTISING

**"What is he now,
a white man in a black body
-or a black man with a white brain?"**



CHANGE OF MIND


The world's first brain transplant

CINERAMA RELEASING CORPORATION presents
A SAGITTARIUS Film

RAYMOND ST. JACQUES
in "CHANGE OF MIND"

Also Starring
SUSAN OLIVER JANET MACLACHLAN DONNELLY RHODES LESLIE NIELSEN as Sheriff Gene Webb
Directed by
ROBERT STEVENS Co-Produced and Written by
SEELEG LESTER and DICK WESSON Music by DUKE ELLINGTON in COLOR

R RESTRICTED-Persons under 16 not admitted
UNLESS ACCOMPANIED BY PARENT OR ADULT GUARDIAN

FROM  CINERAMA RELEASING CORPORATION

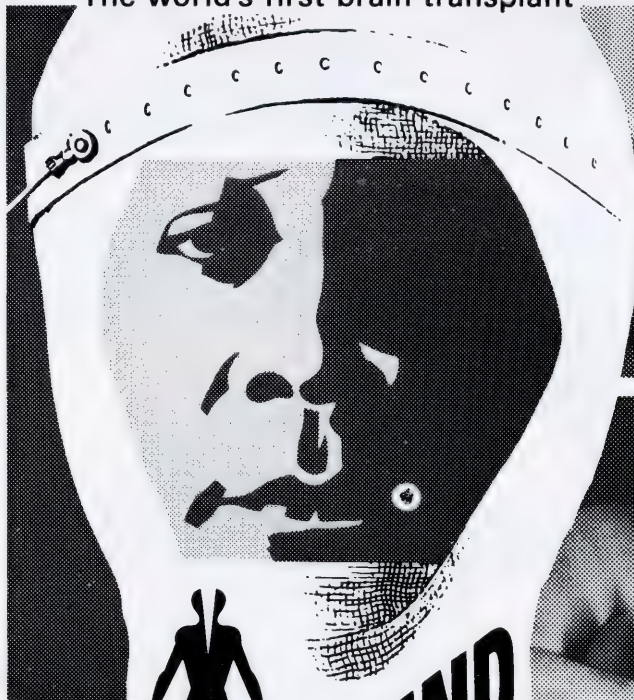
4 col x 125 lines = 500 lines

mat 402

ALSO AVAILABLE Mat 401 4 col x 150 lines - 600 lines

Black body— white brain!

The world's first brain transplant



**CHANGE
OF MIND**

**A change of living.
A change of loving...**

CINERAMA RELEASING CORPORATION presents
A SAGITTARIUS Film

RAYMOND ST. JACQUES in
"CHANGE OF MIND"

Also Starring
SUSAN OLIVER JANET MACLACHLAN DONNELLY RHODES

Directed by
LESLIE NIELSEN as Sheriff Gene Webb ROBERT STEVENS

Co-Produced and Written by
SEELEG LESTER and DICK WESSON

Music by DUKE ELLINGTON in COLOR

R RESTRICTED—Persons under 16 not admitted
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FROM  CINERAMA RELEASING CORPORATION

3 col x 133 lines = 399 lines

mat 301

**The world's first
brain transplant!**

CHANGE OF MIND

A change of living.
A change of loving...



FROM CINERAMA
RELEASING
CORPORATION in COLOR

R RESTRICTED—Persons under 16 not admitted
UNLESS ACCOMPANIED BY PARENT OR ADULT GUARDIAN

2 col x 49 = 98 lines

mat 202

**The world's first
brain transplant!**

CHANGE OF MIND



R in COLOR FROM CINERAMA
RELEASING
CORPORATION

2 col x 28 = 56 lines

mat 203



CHANGE OF MIND

R in COLOR FROM CINERAMA
RELEASING
CORPORATION

2 col x 14 = 28 lines

mat 204

**Black
body—
white
brain.**

The world's
first brain transplant



A change of
living.
A change of
loving...

CHANGE OF MIND

CINERAMA RELEASING CORPORATION
presents
A SAGITTARIUS Film in COLOR **R**

FROM CINERAMA
RELEASING
CORPORATION

1 x 99 = 99 lines
mat 101



1A "CHANGE OF MIND"

Clutching his wife (SUSAN OLIVER), David (RAYMOND ST. JACQUES) turns away from Elizabeth JANET MacLACHLAN), in a tense scene from "CHANGE OF MIND" which opens.....
.....at the.....theater.

**The world's first
brain transplant!**

CHANGE OF MIND

R in COLOR

1 x 14 = 14 lines
mat 104

CHANGE OF MIND

The world's first
brain transplant

R in COLOR FROM CINERAMA
RELEASING
CORPORATION

1 x 28 = 28 lines
mat 103



2A "CHANGE OF MIND"

Margaret (SUSAN OLIVER) finds it difficult to accept her husband David (RAYMOND ST. JACQUES) after the brain transplant operation which saved his life. "CHANGE OF MIND" opens.....at the.....theater.

CHANGE OF MIND

The world's first brain transplant

R FROM CINERAMA
RELEASING
CORPORATION in COLOR

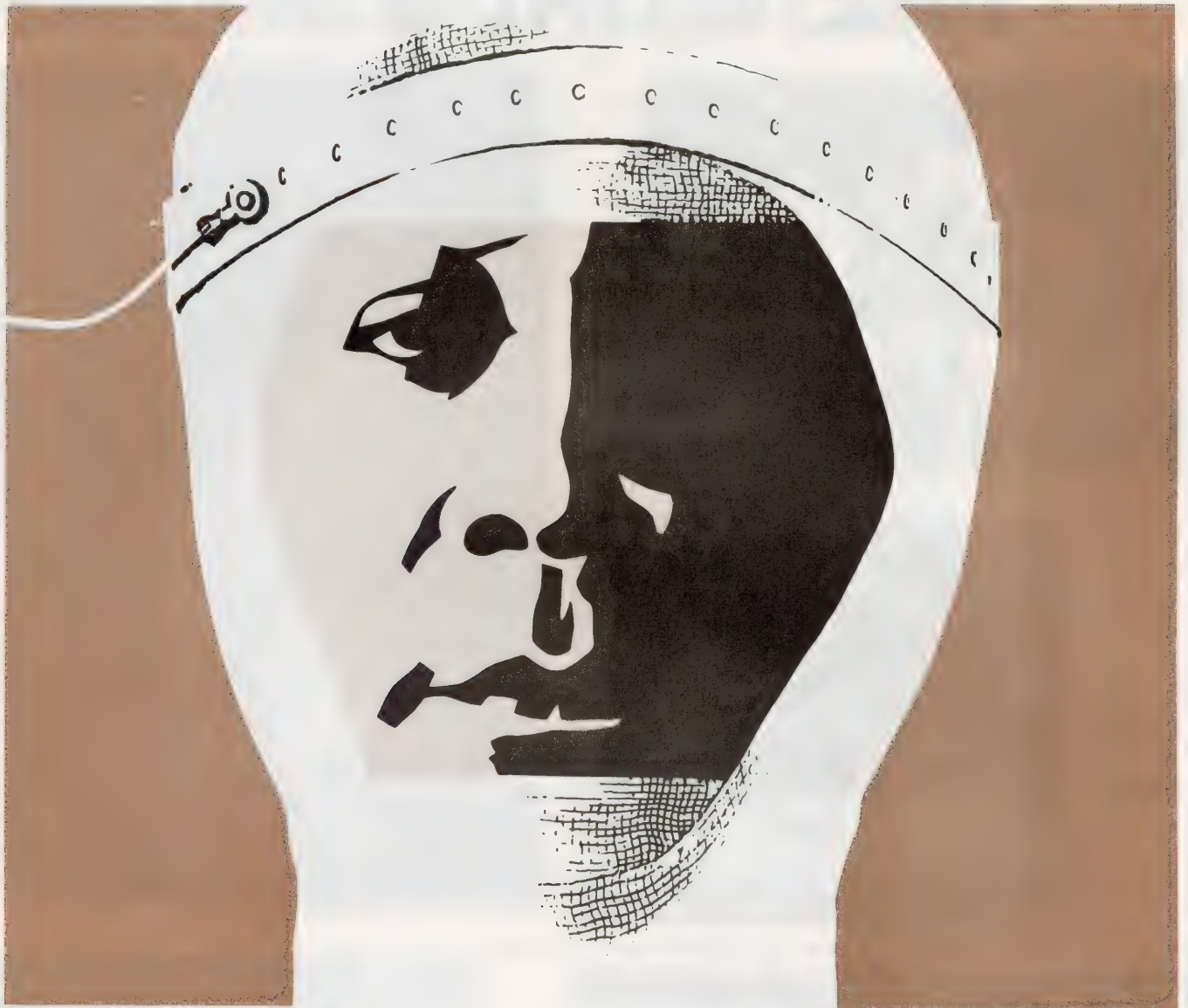
1 x 50 = 50 lines
mat 102

SPECIAL AD MAT NO. 1—Order from NSS



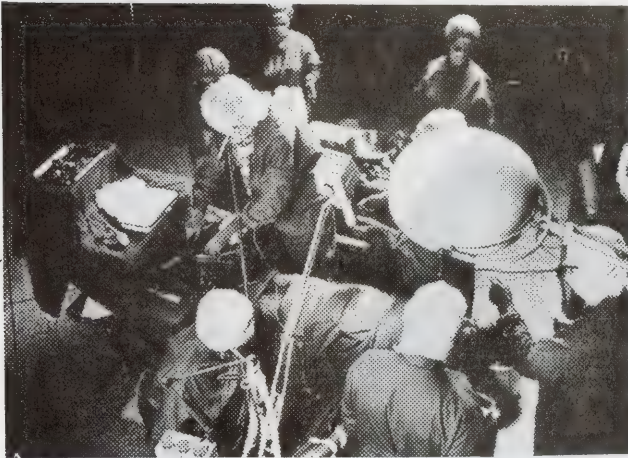
This advertising material has been approved under the MPAA Advertising Code, a self-regulatory procedure of the Motion Picture Association of America

The world's first brain transplant




CHANGE OF MIND
CHANGE

THE WORLD'S FIRST



World's first brain transplant...

requires
a
change
of
living,
a
change
of
loving.



**Ask yourself: If a white
brain is transplanted
in a black body,
would this changed man...**

STAY WITH HIS WHITE WIFE?

YES ☐ NO ☐

SEEK THE COMPANY OF BLACK WOMEN?

☐ ☐

LOVE DIFFERENTLY?

☐ ☐

BELIEVE DIFFERENTLY?

☐ ☐



TO CHECK YOUR ANSWERS, SEE...

**Change
of Mind**



Duke Ellington composed

BRAIN TRANSPLANT!



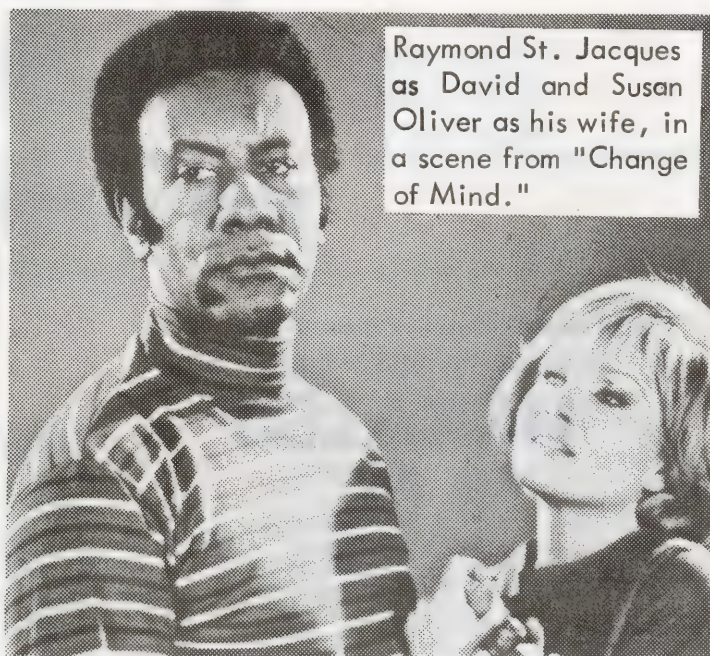
"Change of Mind" is the powerfully provocative and suspenseful story of the world's first brain transplant, - in this case, the brain of a white man transplanted into the body of a black man. Is he black or white? What happens to his wife, his family, his friends, his career, and his future? Raymond St. Jacques, who starred in "The Comedians", "If He Hollers, Let Him Go" and "Up Tight", plays the tour de force role of a dynamic district attorney who, at the prime of his career, begins a new life with the body of a black man. Susan Oliver, Janet MacLachlan, Donnelly Rhodes, and Leslie Nielsen have the starring roles in the film directed by Emmy Award winner Robert Stevens.

The score for "Change of Mind" was composed and conducted by the incomparable Duke Ellington.

Starring Raymond St. Jacques, Leslie Nielsen, Susan Oliver and Janet MacLachlan. A Sagittarius Film, Henry S. White, executive producer. Directed by Robert Stevens. Screenplay co-authored and co-produced by Seeleg Lester and Richard Wesson. Distributed by Cinerama Releasing Corporation and CIRO.



and recorded the Sound Track score.



Raymond St. Jacques as David and Susan Oliver as his wife, in a scene from "Change of Mind."

FROM  CINERAMA RELEASING CORPORATION

The world's first brain transplant



**Black body—
white brain.**

**A change of
living.
A change of
loving...**

**CHANGE
OF MIND**

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A SAGITTARIUS Film

RAYMOND ST. JACQUES
in "CHANGE OF MIND"

Also Starring **SUSAN OLIVER JANET MACLACHLAN DONNELLY RHODES LESLIE NIELSEN**
Directed by **ROBERT STEVENS** Co-Produced and Written by **SEELEG LESTER and DICK WESSON** Music by **DUKE ELLINGTON**
as Sheriff Gene Webb

FROM CINERAMA RELEASING CORPORATION

in COLOR

YOUR IMPRINT SPACE

From Here Down to One-Half Inch from Bottom of Page.

**Build added interest, excitement and
enthusiasm for your playdate with this**

HERALD!
\$8.85

Per thousand F.O.B. Plant
Imprinted at following prices:

First 1,000..... \$5.00
Added thousands, \$3.50 Per thousand
Over 4,000 \$3.00 Per thousand
Folding \$2.00 Per thousand

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advertising

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We will bill you for postage charges.
Large shipments by truck.

ACCESSORIES

HERALDS

Inserted in this press book you will find a copy of the herald available from Harry K. McWilliams Associates, Inc. See enclosed sample for prices. For further information write to 151 Lafayette Street, New York, New York 10013 or phone 212-925-5013. The herald is an important exploitation tool on this picture. Use it in bookstores, libraries, as a mailing piece, etc. See that it is well distributed in both black and white neighborhoods.

REPRINTS FROM "LONDON DAILY TELEGRAPH" AND "LONDON EVENING STANDARD"

Pictured below are reprints of two recent articles written on the subject of brain transplants. Since the headlines and the articles are so timely we are providing them here so that you can reproduce them for special posters or show them to your local personalities and doctors to stimulate controversy on the subject.

The Daily Telegraph, Wednesday, May 21, 1969



WILL BRAIN TRANSPLANTS BE NEXT?

Young American's research discovery

ALAN MASSAM

A young American research worker has demonstrated that brain tissue can regenerate — a discovery with immense implications for science.

I understand that work is now in progress to see if the transplanted tissue from one brain to another can carry over characteristics from the donor individual.

This fundamental research—which could be the forerunner to brain transplant procedures in human beings—is a big topic of conversation among psychologists in London this week.

It is being discussed by delegates attending the 19th international Congress of Psychology at University College, London.

EXPERIMENTS ON FROGS

The research is at such an early stage that it has not been documented and is not the subject of a scientific paper to the Congress.

The animals being used in the experiment are frogs and salamanders. They have been chosen because a great deal is already known about the basic physiology of these species.

A leading expert on brain biochemistry said today that the idea of transplanting characteristics from one individual to another was quite feasible.

"We have known for some years that there are enzymes which govern the growth of the central nervous system," he said.

"There is absolutely no reason why transplantation of brain tissue should not result in a transfer of behavioural characteristics since this is fundamentally a question of chemical reactions," he explained.

BRAIN TRANSPLANTS MAY BE POSSIBLE, SAY DOCTORS

By JOHN PRINCE, Health Correspondent

BRAIN transplants may become possible.

And the recipient of such a graft will become the person whose brain he or she receives. This was the view expressed in London yesterday by a panel of medical experts.

Until now brain transplants have been ruled out because nerve tissue, once damaged, does not regenerate, get better and grow again. The experts were questioned by the audience at the annual meeting of the National Fund for Research into Crippling Diseases.

Prof. GEORGE DICK, of the Middlesex Hospital Medical School, and Dr. JOHN MARSHALL, of the National Hospital, agreed that science was advancing so rapidly that scientists were chary of saying anything was impossible. It might be possible to stimulate regeneration of nerve tissue.

Prof. J. P. TIZZARD, of the Royal Post-graduate Medical School, Hammersmith Hospital, hoped he would not live to see brain transplants. "If they come we shall have to look for a new definition of death and I would suggest, very humbly, when the heart stops."

Research priorities

Asked what should be the priorities in medical research today, Prof. ROBERT KENEDY, a bio-engineering expert at Strathclyde University, said that attention should be paid to the chronic sick as opposed to miracle transplantations, to the ageing process and to preventive medicine.

Was it right to keep alive a baby born with a gross malformation? the panel was asked. Prof. TIZZARD instanced babies with severe spina bifida, a congenital defect in the spinal column.

Some babies, operated on early, survived normally. Others became helpless cripples. If it was possible to tell which babies would be crippled would it be justified to keep them alive? It was an impossible question to answer.

Doctor's job

"If I had a child with such severe spina bifida that it was unable to walk I would rather it died at birth. But that is a different thing from saying: Let it die."

This was a responsibility too heavy to ask parents to bear. It was the doctor's job to take responsibility and make a decision. "These are things much better not discussed, but left to the conscience of individual doctors."

RADIO SPOTS AVAILABLE FROM NATIONAL SCREEN SERVICE

Both 30 and 60 second spots are available. When placing your radio buy we suggest you use this leverage to urge the stations to interview either a leading brain surgeon, doctor, or sociologist; or stage a contest—as described earlier in this exploitation report. Also, remember, while no album is available, Duke Ellington did the music for CHANGE OF MIND and as a tribute to this great gentleman your station may want to play some of his recordings and mention that he did the score for your picture.

TELEVISION SPOTS AVAILABLE FROM NATIONAL SCREEN SERVICE

Two 60 second spots have been made for this unique picture. One is designed for the utmost appeal to women, and care should be taken that it is scheduled on the day time soap operas and women's shows accordingly. The other spot is more controversial, an action spot designed for your late evening audiences. This spot is designed for use on late fringe prime shows and on into the late and late late shows. A 20 second spot is available but we recommend its use only when a particularly good availability is present and you cannot buy a 60. In other words your buy should consist of as many 60's as possible with heavy emphasis on the day time "soaps" and the late night movies. Light emphasis is given to prime-time spots as in the case of the very successful WHAT EVER HAPPENED TO AUNT ALICE.

PRESSBOOK FOR CHANGE OF MIND

NSS

POSTERS AND ACCESSORIES FROM NATIONAL SCREEN SERVICES

Shown below is the ad theme art available in four colors for the following accessories:

24-sheets, 6-sheets, 3-sheets, 1-sheets, 40 x 60,
22 x 28, insert card, and Hi-Rise Standees.



Also Available: Set of (8) color stills, 8 x 10 and 11 x 14 --
Set of 8 x 10 B/W stills

Order from your local National Screen Service exchange

34/27

Printed in U.S.A.

**Scanned from the collections of the
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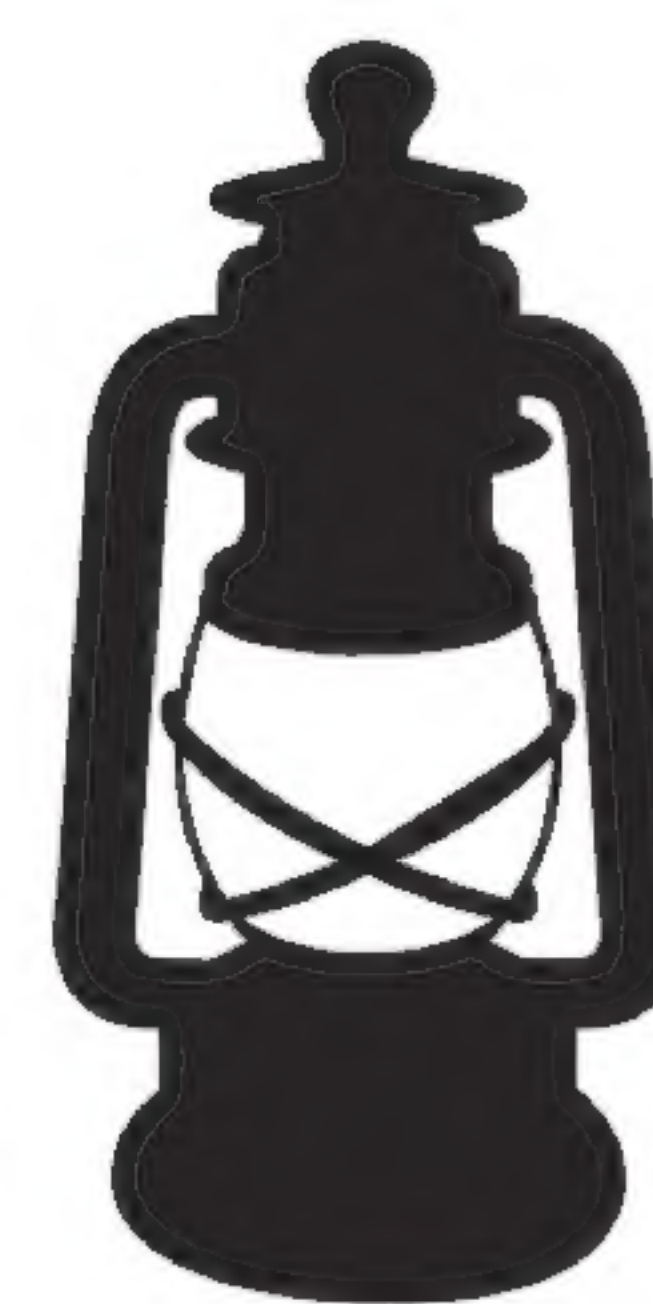


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